

Editorial Index: 1980

Index of Marketing & Media Decisions for 1980 arranged by subject and content. Includes feature articles and regular columns. This supplements indexes published over the past several years. Copies are still available through Decisions.

ADVERTISING AGENCIES

The 15% solution? — The 15% commission is still tops but fees and incentives are growing. Feb. p. 66.

Why Bates tunes its tv to cable — How an agency is getting ready for non-broadcast tv. Feb. p. 76.

Has the merger era ended? — A roundup of agency acquisitions in 1979. Aug. p. 62.

Breaking away, strategic style — Colgate-Palmolive drops two agencies (Update). Oct. p. 42.

Inside Backer & Spielvogel — Six partners talk about their operating philosophy. Dec. p. 64.

Marschalk's minicomputer man — Daryl is taking computer operations in-house. Dec. p. 66.

AGENCY, ADVERTISER AND MEDIA PEOPLE

Is there no end to job hopping? It's not only the planners and buyers — media directors are on the move. Jan. p. 66.

Lou Hagopian's love affair with media — Text of address when receiving Media Man of the Year award. Feb. p. 64.

Why Joe Sugarman said "no" to the FTC — Instead of paying a fine, he went to the public via media. Feb. p. 70.

Jack Savage of the FTC — Why he left his job at NCK for a FTC assignment. May p. 72.

Winslow (G. Edward, pres., OAI) leads outdoor crusade — Medium seeks to broaden its base among packaged-goods advertisers. May p. 76.

That's Karl Eller — Media man now an advertiser; he first bought a fast-food chain and then the Philadelphia Bulletin. May p. 138.

The reps: circa 1980 — Part 1: New roles are emerging for the tv market-by-market rep. May p. 59.

Part 2: Radio reps are girding for change — satellites, cable, fm. June p. 68.

Part 3: Major newspaper reps are looking to computers; independents are coping with profit squeeze. Aug. p. 74.

Everything is up-to-date in Kansas City — A view of farm advertising by Jim Barickman, Barickman Advtg. June p. 76.

How to keep good people in media — Roundtable moderated by Simmy Sussman tackles the problem. July p. 59.

The Nielsen impact — A.C. Nielsen Sr.'s research has had more effect on marketing in the past than any other factor. July p. 68.

Starting from scratch — Arthur Moleschini of Ammirati & Puris explains what it is like to get out from under Y&R's shadow. July p. 74.

Brand management — boon or boondoggle? While not perfect it is still the best system marketers have got. Aug. p. 57.

She's a beer brand manager — It has been an exciting year for Laura Bestor who switched from teaching to brand management. Sept. p. 66.

Jumping the fence — Why do people switch from agency to clients? Try money and more clout. Oct. p. 74.

Why not the best — What it takes to be president of an agency. Oct. p. 192.

Mike Dann scans the video horizon — Nov. p. 62.

Finding good people starts with the specs — Simmy Sussman offers update on salary ranges for agency and client positions. Nov. p. 72.

Media pay will rise only 10% next year — That's the figure that pops up

most often in Decisions first "Jury of Media Opinion" survey. Nov. p. 74.

Media is for dullards — Not so: new media forms require more than sharp negotiation and buying (AISI Ostrow). Nov. p. 82.

An open letter to Constantine Kazanas (AISI — Bumstead). Nov. p. 100.

The importance of character — A defense of advertising and advertising people (Russ Condit). Nov. p. 196.

Inside Backer & Spielvogel — Six partners talk about their operating philosophy. Dec. p. 64.

BUDGETS

In a slowdown: Flexibility is the word — Moving into 1980, budgets are intact but flexibility has been built in. Jan. p. 57.

Put frequency into your next budget (AISI — Baer) — June p. 96.

Network tv is a waste if the budget is insufficient for high levels of frequency (AISI — Tracy) — Aug. p. 86.

How to stretch \$8 million — Small budgets can pay off but they require greater creativity and planning. Sept. p. 120.

Budget cutting (Quotes — Harold Levine, Richard Christain) — Oct. p. 192.

A growing problem — High volume business publication advertisers are paying larger rate increases than low volume users (AISI — Walsh). Nov. p. 96.

Holiday Inn's media roadshow — When your share of market (23%) is equal to ad outlay, you pour on more ads. Dec. p. 70.

Where will you be in January? (As we see it) — Ad schedules appear to be heaviest when media use is lightest. Dec. p. 78.

Editorial Index: 1980

Index of Marketing & Media Decisions for 1980 arranged by subject and content. Includes feature articles and regular columns. This supplements indexes published over the past several years. Copies are still available through Decisions.

ADVERTISING AGENCIES

The 15% solution? — The 15% commission is still tops but fees and incentives are growing. Feb. p. 66.

Why Bates tunes its tv to cable — How an agency is getting ready for non-broadcast tv. Feb. p. 76.

Has the merger era ended? — A roundup of agency acquisitions in 1979. Aug. p. 62.

Breaking away, strategic style — Colgate-Palmolive drops two agencies (Update). Oct. p. 42.

Inside Backer & Spielvogel — Six partners talk about their operating philosophy. Dec. p. 64.

Marschalk's minicomputer man — Daryl is taking computer operations in-house. Dec. p. 66.

AGENCY, ADVERTISER AND MEDIA PEOPLE

Is there no end to job hopping? It's not only the planners and buyers — media directors are on the move. Jan. p. 66.

Lou Hagopian's love affair with media — Text of address when receiving Media Man of the Year award. Feb. p. 64.

Why Joe Sugarman said "no" to the FTC — Instead of paying a fine, he went to the public via media. Feb. p. 70.

Jack Savage of the FTC — Why he left his job at NCK for a FTC assignment. May p. 72.

Winslow (G. Edward, pres., OAI) leads outdoor crusade — Medium seeks to broaden its base among packaged-goods advertisers. May p. 76.

That's Karl Eller — Media man now an advertiser; he first bought a fast-food chain and then the Philadelphia Bulletin. May p. 138.

The reps: circa 1980 — Part 1: New roles are emerging for the tv market-by-market rep. May p. 59.

Part 2: Radio reps are girding for change — satellites, cable, fm. June p. 68.

Part 3: Major newspaper reps are looking to computers; independents are coping with profit squeeze. Aug. p. 74.

Everything is up-to-date in Kansas City — A view of farm advertising by Jim Barickman, Barickman Advtg. June p. 76.

How to keep good people in media — Roundtable moderated by Simmy Sussman tackles the problem. July p. 59.

The Nielsen impact — A.C. Nielsen Sr.'s research has had more effect on marketing in the past than any other factor. July p. 68.

Starting from scratch — Arthur Moleschini of Ammirati & Puris explains what it is like to get out from under Y&R's shadow. July p. 74.

Brand management — boon or boondoggle? While not perfect it is still the best system marketers have got. Aug. p. 57.

She's a beer brand manager — It has been an exciting year for Laura Bestor who switched from teaching to brand management. Sept. p. 66.

Jumping the fence — Why do people switch from agency to clients? Try money and more clout. Oct. p. 74.

Why not the best — What it takes to be president of an agency. Oct. p. 192.

Mike Dann scans the video horizon — Nov. p. 62.

Finding good people starts with the specs — Simmy Sussman offers update on salary ranges for agency and client positions. Nov. p. 72.

Media pay will rise only 10% next year — That's the figure that pops up

most often in *Decisions* first "Jury of Media Opinion" survey. Nov. p. 74.

Media is for dullards — Not so: new media forms require more than sharp negotiation and buying (AISI Ostrow). Nov. p. 82.

An open letter to Constantine Kazanas (AISI — Bumstead). Nov. p. 100.

The importance of character — A defense of advertising and advertising people (Russ Condit). Nov. p. 196.

Inside Backer & Spielvogel — Six partners talk about their operating philosophy. Dec. p. 64.

BUDGETS

In a slowdown: Flexibility is the word — Moving into 1980, budgets are intact but flexibility has been built in. Jan. p. 57.

Put frequency into your next budget (AISI — Baer) — June p. 96.

Network tv is a waste if the budget is insufficient for high levels of frequency (AISI — Tracy) — Aug. p. 86.

How to stretch \$8 million — Small budgets can pay off but they require greater creativity and planning. Sept. p. 120.

Budget cutting (Quotes — Harold Levine, Richard Christain) — Oct. p. 192.

A growing problem — High volume business publication advertisers are paying larger rate increases than low volume users (AISI — Walsh). Nov. p. 96.

Holiday Inn's media roadshow — When your share of market (23%) is equal to ad outlay, you pour on more ads. Dec. p. 70.

Where will you be in January? (As we see it) — Ad schedules appear to be heaviest when media use is lightest. Dec. p. 78.

Brand reports and special features

Following, with single-word references, are the issue and page locations of the brand reports and special round-up features.

Top 200 brands — July, p. 113
Autos: Small cars, June p. 161;
Detroit comeback — Sept. p. 59

Bank advertising — June p. 72,
Dec. p. 40

Beer — May p. 163

Cigarettes — Oct. p. 175
Coffee/tea — Apr. p. 129
Computers — Sept. p. 68
Cosmetics — Mar. p. 121

Farm market — Jan. p. 91; June
p. 76

Fast food — Nov. p. 137
Frequency — Apr. p. 95

Growth markets
Seattle — Nov. p. 153
Portland, OR — Dec. p. 145

Hair care — Jan. p. 119
Home video — Mar. p. 72

Liquor — Oct. p. 72
Los Angeles media conference
— Dec. p. 128

Marketing & Media Week — Feb.
p. 59

Media Reps — May p. 59, June
p. 68, Aug. p. 74

Olympics — Mar. p. 70

Pet food — Sept. p. 167
Political advtg. — Apr. p. 68,
June p. 59, Oct. p. 62

Razors (disposable) — July p. 72
Real estate — Jan. p. 64

Religion — Mar. p. 64
Representatives, media — May
p. 59, June p. 68, Aug. p. 74

Resort promotion — Aug. p. 129
Retirement market — Dec. p. 74

Small cars — June p. 161
Soft drinks — July p. 66

Tea/coffee — Apr. p. 129
Toys & Games — Dec. p. 135

Travel — Feb. p. 121
Traveler's checks — Nov. p. 66

Wine — Mar. p. 76

Yellow Pages — Dec. p. 68

BUSINESS PUBLICATIONS

Time's up on bleed charges — Viewpoint by Dick Benson. Mar. p. 160.

How S.S. Norway hoists its cruise sales — New cruise ship is being presold in sharply targeted warm up using trades, magazines and newspapers. Apr. p. 76.

Industry's new approach to recruitment advertising — Deutch, Shea & Evans, while using more broadcast media for recruitment advertising, still feels that newspapers and the business press are still the most effective media. June p. 62.

Media costs — 1981 Forecast — Costs overall, for the average advertiser will be up 9.9%. Business papers are expecting a unit increase of 8.7% and a cpm rise of 8.2%. In both cases the range will be from 5-11%. Aug. p. 68.

Supercarrier ships out with business papers. Sept. p. 56.

New life for readership studies. Business press expert Bruce Childers offers new uses for readership scores. Nov. p. 68.

Is short-haul best in aerospace's long run? — Fokker B.V. of the Netherlands mounts a trade campaign for its new F28. Dec. p. 38.

"As I see it" columns on business publications by:

Henry H. Platek — The "leading book" — factors to consider when buying trade magazines. Jan. p. 87.

Mike W. Walsh — Publishers research — It's good but advertisers/agencies should do some on their own. Feb. p. 90.

Laurel Baer — Next criterion — "Business style" of average readers — Circulation alone does not provide significant differences. Mar. p. 94.

Henry H. Platek — Space-unit-size dilemma — Smaller space units work harder. Apr. p. 92.

Mike W. Walsh — Buyer needs! — Business publication audit; current status; future needs. May p. 107.

Laurel Baer — Put frequency into your next budget. June p. 96.

Henry H. Platek — Ad readership service is an important plus — When

evaluating, it gives a big plus to those that have it. July p. 88.

Mike W. Walsh — A different recession — Indications are that this recession is totally different from previous ones (A FC&B analysis). Aug. p. 94.

Laurel Baer — Unaided recall and the business press — Many readership studies are posed as unaided tests when they are not. Sept. p. 92.

Henry H. Platek — A lot more could and should be done with publication research — If the buyers would let the publishers know what they want, it would help a lot. Oct. p. 94.

Mike W. Walsh — A growing problem — High volume advertisers are paying larger increases than smaller advertisers. Nov. p. 96.

Karalee Arrigo — How to get the most out of tandem media reviews. Dec. p. 105.

CABLE TV

Tv's hot potato: how to use catv — Media buyers don't yet know how to use it. Jan. p. 60.

Why Bates tunes its tv to cable — How an agency is getting ready for non-broadcast tv. Feb. p. 76

Sample size for cable (AISI — Johnston). Feb. p. 86.

Why the biggies buy cable — Some want alternate networks; others want the experience. Sept. p. 64.

Cable tv in need of sound advice — not hoopla (Mediology). Aug. p. 16.

Will cable tv meet its advertising potential? (editorial). Sept. p. 80.

The four faces of cable tv — An explanation of the four faces. (AISI — Samuels). Sept. p. 93.

Cable goes all-out for ad dollars — Sets sights on \$300 million by 1985. Sept. p. 126.

Bill Harvey's mystical media tour — A long-term view on the effects new electronic media will have on the industry and society. Oct. p. 68.

The frantic scramble for local sports rights — Rising demands may price teams out of local markets. Oct. p. 76.

The sky is falling — Cable tv, particularly pay tv, is making inroads into commercial tv. (AISI — Johnston). Oct. p. 94.

New medium, new measure (Ken Caffrey editorial). Oct. p. 212.

Mike Dann scans video's future — He's helping ABC find its niche among electronic media. Nov. p. 62.

Changing of the guard at Arbitron's cable unit — Tom Delaney, new national cable marketing manager, wants the telephone coincidental research technique used. Dec. p. 127.

Cablescope/Cablescan — 1st column Sept. p. 40; Oct. p. 36; Nov. p. 36., Dec. p. 36.

"As I see it" columns on cable etc. by:

Ned Gelband — The challenge in new media forms is measurement. June p. 94.

Sy Goldis — Now is the time to get into cable tv — With a limited out-of-pocket investment, cable tv offers several experimental opportunities. Aug. p. 92.

Nancy P. Clott — Cable's closest relative — tv or magazines — We

have to learn how to use it. Sept. p. 84.

Ned Gelband — Popular programs key to cable's future — The ultimate success depends on the number of viewers it attracts. A historical review. Oct. p. 98.

Charles Bachrach — How can cable be used more effectively? — Cable tv offers a lot more than good reception. Audience measuring problems are also outlined in this report. Nov. p. 102.

Subject-product index

Account management (LA conf) — Dec. p. 128

Advocacy advertising — Jan. p. 72, Sept. p. 64

(see also corporate advertising)

Airplanes — Sept. p. 108, Dec. p. 38

Agency acquisitions — Aug. p. 62

Airlines — May p. 68, Sept. p. 70, (Update) Dec. p. 38

Autos — June p. 161 (small cars), Sept. p. 59, Nov. p. 70 (Jeep)

Bank advertising — June p. 72, Dec. p. 40

Barter — June p. 206, Nov. p. 194

Beer — May p. 160, Sept. p. 66, Dec. p. 40

Black media — Mar. p. 164, Apr. p. 88

Bleed charges — Mar. p. 160

Brand management — Aug. p. 57

Budgets (advtg.) — Jan. p. 57, 78, June p. 96, Aug. p. 86, Sept. p. 120, Oct. p. 192, Nov. p. 96, Dec. p. 70, 98

Budgets (small) — Jan. p. 78, Sept. p. 120

Cable tv — Jan. p. 60, Feb. p. 76, 86, July p. 32, Aug. p. 16, 22 (Segunda), 34 (Dow Jones), 48, 92, 97, 156, Sept. p. 64, 80, 84, 88, 93, 126, 202, Oct. p. 36, 59, 68, 76, 94, 162, 164, 212, Nov. p. 62, Dec. p. 14, 94, 95, 127

Captioning, closed — Dec. p. 44

Census — Apr. p. 59

Cigarettes — Oct. p. 175

Coffee and tea — Apr. p. 129

College market — Jan. p. 70, Feb. p. 38, Dec. p. 32, 40

Computers (personal/entertainment) — Sept. p. 68

Concert music (radio) — Sept. p. 72

Co-op advertising — Nov. p. 132 (LA conf.)

Corporate Advertising — Oct. p. 88, Nov. p. 35, Dec. p. 14

(see also advocacy advertising)

Cosmetics — Mar. p. 121

Costs — see Rates in main index

Credit cards (Update) — Sept. p. 184

Demographic changes — Dec. p. 128 (LA conf.)

Direct response — Dec. p. 106

Energy conservation — Mar. p. 62

Ethnic media — Mar. p. 164 (radio), Apr. p. 88 (newspapers)

Farm market — Jan. p. 91, June p. 76 (see also AISI — Agri media in main index)

Fast food — Nov. p. 137

Foods (low calorie) — Apr. p. 72

Forty five (45) sec. spots — Nov. p. 60

Frequency — Mar. p. 68, Apr. p. 16, 95, 161, June p. 96, July p. 96, Aug. p. 86 Sept. p. 202, Nov. p. 130

Hair care — Jan. p. 119

Home video — Mar. p. 72, Dec. p. 50

Hosiery — Sept. p. 54

Hotels — Nov. p. 45, Dec. p. 70

In-house media buying — Nov. p. 59

Introducing new products — Mar. p. 72, Aug. p. 60, 66, Sept. p. 66, Oct. p. 66

Length of commercial — Nov. p. 60

Life cycles — Feb. p. 82

Lifestyles — Jan. p. 74

Luggage (Update) — Sept. p. 182

Media costs — see Rates in main index

Media presentations — Mar. p. 161

Media reps — see representatives

Men (household chores) — Nov. p. 48

Middle-aged — May p. 150

Music (classical) — Sept. p. 72

New product introduction — see

Introducing new products

Olympics — Feb. p. 42, Mar. p. 42, 70, May p. 186, Aug. p. 46

On-the-job training (ad professors) — Dec. p. 44

Pet food — Sept. p. 167

Phonebooks, electronic — No. p. 45

Political ads — Apr. p. 68, June p. 59, Oct. p. 40, 62, 80, Dec. p. 180

Positioning, June p. 66, (Response —

Sept. p. 204), Dec. p. 132 (LA conf.)

Product testing — Dec. p. 132 (LA conf.)

Razors — July p. 72/ Dec. p. 123

Rates — see Rates in main index

Reach and frequency — Mar. p. 68, Apr. p. 16, 95, 161, June p. 96, July p. 96,

Aug. p. 86, Sept. p. 202, Nov. p. 130

Readers per copy — Dec. p. 80

Readership — Nov. p. 68

Real estate — Jan. p. 64.

Recession — Aug. p. 87, 94

Recruitment Advertising — Feb. p. 72,

June p. 62, Aug. p. 38

Regional special interest magazines —

Feb. p. 33

Repetition — Aug. p. 66

Representatives — (tv) May p. 59, (radio) June p. 68, (newspapers) Aug. p. 74

Resort promotion — Aug. p. 129

Retail media buying — Mar. p. 68, July p. 96

Retirement — Dec. p. 72

Salaries — Nov. p. 72, 74

Savings banks — Dec. p. 40

Shipping — Apr. p. 76, (Update) Sept. p. 56

Small space ads — Apr. p. 192

Soap — Oct. p. 66

Soft drinks — July p. 66, Aug. p. 60

Sports — Mar. p. 42, 170, Apr. p. 64, July p. 94, Sept. p. 202, Oct. p. 76

Tea and coffee — Apr. p. 129

Telephone marketing — Dec. p. 106

Testing — Nov. p. 118, Dec. p. 132 (LA conf.)

Toys & Games — Dec. p. 135

Travel — Feb. p. 121, Apr. p. 76, Dec. p. 70

UPC — Universal Product Code — Sept. p. 76, Nov. p. 130

Wine — Mar. p. 76

Women, working — Nov. p. 50, Dec. p. 129

Zip Code marketing — Nov. p. 32

Advertiser/agency case histories

Armstrong Cork Co. — July p. 70
 American Motors Corp. (Jeep) — Nov. p. 70
 Anheuser-Busch — Dec. p. 40
 Backer & Spielvogel — Dec. p. 64
 Bates, Ted, & Co. — Feb. p. 76
 Bic/Gillette — July p. 72
 British Airways — Sept. p. 70
 Bronstroms Rederi A/B — Sept. p. 56
 C&C Cola (Cantrell & Cochran) — July p. 66
 CitiCorp — Sept. p. 184
 Colgate-Palmolive Co. — Oct. p. 42
 Dept. of Energy — Mar. p. 62
 Expo American — Jan. p. 70
 Fokker B.V. — Dec. p. 38
 E&J Gallo Wine — Mar. p. 76
 General Electric — Jan. p. 72
 Gillette/Bic — July p. 72
 Group W/Teleprinter — Dec. p. 36
 Hanes Hosiere L'Eggs — Sept. p. 56
 James Neal Harvey Advtg. — Sept. p. 120
 Holiday Inns — Dec. p. 70
 Jefferson Martin, Inc (Topal, Porcelana) — Dec. p. 46
 Kayser-Roth (Sheer Elegance) — Sept. p. 56
 King Cola — July p. 66
 Magnavox — Mar. p. 72
 Marschalk — Dec. p. 66
 McDonnell-Douglas — Sept. p. 108
 Minnetonka — Oct. p. 66
 Norelco — Oct. p. 156
 Norwegian Caribbean Lines — Apr. p. 76; (Update) — Oct. p. 156
 Olympia Brewery — Sept. p. 66
 Pan Am — Dec. p. 38
 Prince Spaghetti Co. Aug. p. 66
 Procter & Gamble — Nov. p. 59; Orange Crush — Aug. p. 60 Rely — Nov. p. 53
 Rent-A-Channel — Sept. p. 96
 Samsonite — Sept. p. 182
 Sharp Electronics — Dec. p. 50
 Schlitz — Dec. p. 40
 Sony — Dec. p. 40
 Somerset Wine Importers — Mar. p. 76
 Swensen's — May p. 138
 Teleprompter — Dec. p. 36
 Taylor Wine — Mar. p. 76
 US JVC Corp. — Dec. p. 50
 United Airlines — May p. 68

Sy Goldis — As cable moves into big markets, opportunity to test enlarges — Test by both producers and advertisers are possible. Dec. p. 95.

CASE HISTORIES: see Advertiser/agency case histories

CONSUMER MAGAZINES

Emerging lifestyles: Give them the simple life — Back to the soil devotees will double by 2000. Jan. p. 74.

Why Joe Sugarman said "no" to the FTC — He brought his fraud case to the public through magazine and newspaper ads. Feb. p. 70.

Are we closing in on the truth? — ARF's magazine study has spawned questions about the state of the art. Mar. p. 59.

Time's up on bleed charges — Viewpoint by Dick Benson. Mar. p. 160.

Anatomy of a new magazine — Behind the scenes report on four new magazines: *Inside Sports*, *Next*, *Science 80*, *Panorama*. May p. 64.

The battle over positioning — While magazines are beefing up the back of the book, advertisers still want RHP-FF. June. p. 66.

Magazine audiences: Comparing the two methodologies [Simmons-Joyce] (Mediology). June p. 16.

New ABC report sheds light on prices — The *Magazine and Circulation Rate Trends* report covers subscription and newsstand prices (AISI — Johnston). June p. 100.

MPA finds an imperative in Zip Code marketing. Nov. p. 32.

No end in sight to the magazine squabble — ARF's effort to straighten out magazine comparability did not succeed; buyer confidence at new low. Nov. p. 64.

Through the book studies still seem valid — Analysis shows that technique produced consistent readers-per-copy estimates (Mediology). Dec. p. 80.

"As I see it" columns on consumer magazines by:

Sheldon Taule — Magazines produce media involvement — Their value compared with other media. Jan. p. 80.

David Tracy — Media research terms tend to misdirect magazine planning — Two serious misnomers: readership statistics and computer optimization. Feb. p. 82.

Roger C. Bumstead — The myth and the measures of magazines. Mar. p. 88.

John Meskil — To cope in 80's, magazines should seek editorial positioning — A look backward and forward. Apr. p. 80.

George Rosenkranc — Praise for issue-by-issue pricing systems — *People* announces break from standard magazine pricing system. May p. 107.

Stephen Leff — "Going back to basics" — Until something better comes along, circulation audits will be an important element in magazine buying. June p. 86.

Madeline Nagel — What do retailers know that national advertisers don't? July p. 96.

Marcella Rosen — Welcome new magazines — The "wait and see" attitude is no longer a practical posture toward placing ads in new magazines. Aug. p. 88.

Sheldon Taule — Cloudy outlook — The growth of the various electronic tv systems should auger well for magazines, but only if they emphasize "reader involvement" rather than total audience. Sept. p. 101.

Charles Buccieri — Whatever happened to publishers? Oct. p. 90.

Roger C. Bumstead — An open letter to Constantine Kazanas who joined the MPA as sr. vp-marketing development. Nov. p. 100.

John Meskil — Turned out to be a good year for magazine segmentation — A review of the year. Dec. p. 98.

FARM MAGAZINES

Farm market and media — America's biggest business — A review of a \$670 billion market and its media. Jan. p. 91.

Everything is up-to-date in Kansas City — A view of farm advertising by Jim Barickman, Barickman Advtg. June p. 76.

"As I see it" columns on agri-media by:

Joe Pratt — The farmer — a moving target — The world of farm mar-

keting and media offers challenges. Apr. p. 86.

Mel Dolinsky — Refining the rules of the media game. The use of radio to reach the agricultural market is a challenge due to inherent contradictions in the media and market. May p. 94.

Art Fraser — Farm ADI's: The way to pinpoint today's agricultural market. June p. 92.

Tom Tiedemann — Count pass-along agricultural magazine reading. July p. 95.

Paulette Taylor — Final equation in farm media must be based on specific market facts. Aug. p. 84.

Joe Pratt — The Katz tv farm study — The first Katz-Nielsen tv farm study is the first farm study based on the Nielsen diary. Sept. p. 100.

Art Fraser — Just how readable are farm publications? — Study shows that several are written over the heads of their audience. Nov. p. 104.

Tom Tiedemann — Questions about new farm radio research — Comparison of the Arbitron and Doane farm radio audience reports. Dec. p. 93.

GOVERNMENT

Why Joe Sugarman said "no" to the FTC. Instead of paying a mail order violation fine, this man went to the public via media ads. Feb. p. 70.

De-licensing of three RKO stations (Broadcast Month). Mar. p. 44.

Jack Savage of the FTC — Why the president of NCK took this unique assignment at this government body. May p. 72.

Minority ownership (Debate in print) — Anne Jones and Tyrell Brown discuss the FCC's attitude toward minority and equal employment on radio and tv stations. Nov. p. 110.

Agency chiefs applaud future under Reagan. Dec. p. 52.

Metromedia's challenge to outdoor regulation. Dec. p. 56.

MARKETING

Real estate goes national — Ten firms will soon dominate what was once a local operation. Jan. p. 64.

The Daytona 500,000 — Alan Swift reaches college market (off campus) with Expo America. Jan. p. 70.

How GE puts it all together — Len Vickers tells how he creates cohesive program for eight consumer divisions. Jan. p. 72.

Emerging lifestyles: Give them the simple life — Simple life devotees will double by 2000. Jan. p. 74.

Farm market and media — America's biggest business — Special report on a market segment with more than \$670 billion and the media to reach it. Jan. p. 91.

Hot buttons for 1980 — Special report on Marketing & Media Week. Feb. p. 59.

The military closes ranks — Military are merging their recruitment advertising efforts. Feb. p. 72.

Can ads help U.S. save energy? — Dept. of Energy seeking \$50 million budget to promote conservation. Mar. p. 62.

Religion floods the airwaves — Tv and radio sponsorship are important source of station revenue. Mar. 64.

Two-part report on home video — 1) How Magnavox builds the videodisc market. March, p. 72; 2) Future of discs and cassettes as medium. Mar. p. 74.

Three ways to bring wine to market — Gallo, Taylor and Somerset battle for under \$5-a-bottle market. Mar. p. 76

Census '80 — what you'll get out of it, when you get it — A visit to Suitland, MD and the enumeration facilities. Apr. p. 59.

Selling the charisma of George Bush — A report on the mediamen behind him. Apr. p. 68.

Fat market for thin foods — How low-calorie food advertisers are marketing their products. Apr. p. 72.

How S.S. Norway hoists its cruise sales — Renamed cruise ship is being presold by Norwegian Carribbean Lines. Apr. p. 76.

Friendly airline in unfriendly skies — Fred Heckep, vp-marketing United Airlines, tell how they plan to market away some troubles. May p. 68.

Anybody for middle aged? — Viewpoint by Stephen O. Frankfurt who has suddenly found that the 45-64 age group is an attractive target. He is 48. May p. 150.

Political advertising's hitmen — Right wingers are injecting a new kind of advertising in this year's campaign — it's legal, but some don't think it's nice. June p. 59.

Industry's new approach to recruitment advertising — In changing times one has to heavy-up media and change copy to convince prospects of security. June p. 62.

Guest editors — 1980

January — Len Vickers staff executive, consumer products and services, General Electric Co., Fairfield, CN

February — Walter Reichel, senior vp-executive director, Ted Bates & Co., New York

March — Rita Hutner — vp-advertising and public relations, Magnavox Consumer Electronics Co., Ft. Wayne, IN

April — Terri Kirkland, media director, Cole & Weber, Seattle

May — Fred Heckel, vp-advertising, United Airlines

June — Jim Barickman, chairman, Barickman Advertising, Kansas City

July — Don Goldstrom, vp-director advertising and marketing, Armstrong Cork Co., Lancaster, PA

August — Dawn Sibley, vp-director of media, Compton Advertising, New York

September — Rick Douglas, advertising manager, British Airways
October — Ken Caffrey, senior vp-exec. director of media, Ogilvy & Mather, New York

November — Russ Condit, director of media, Procter & Gamble, Cincinnati

December — Carl Spielvogel, chairman, Backer & Spielvogel, New York

The banks' "free" for all — Gifts and increased advertising are solutions to ways to up deposits. June p. 72.

Everything's up-to-date in Kansas City — Farm advertising as viewed from Barickman Advtg., K.C., MO. June p. 76.

Cola crowd — C&C Cola and King Cola tell how regional media can build a share against the giants. July p. 66.

Goldstrom's media spin-offs — Don Goldstrom, vp-marketing and advertising, Armstrong Cork, has added media of his own to the national effort. July p. 70.

The cutting edge — Bic started battle in razor market. Gillette slashes back with own entry. July p. 72.

Brand management — boon or boondoggle? It may not be perfect but it is the best system marketers have come up with. Aug. p. 57.

P&G's beverage bid — Procter & Gamble's promotion of Orange Crush sends shivers through soft drink industry. Aug. p. 60.

Repetition pays off for Superoni — Prince Spaghetti Co., at Dept of Agriculture's request, came up with a new pasta; how they are seeking to market it. Aug. p. 66.

Detroit fights back — Auto makers prepare to retake ground lost to imports. Sept. p. 59.

Why the biggies buy cable — Some want to see alternate networks; for others it's a learning experience. Sept. p. 64.

She's a beer brand manager — It's been an exciting year for Laura Bestor, who switched from college teaching to marketing at Olympia Brewing. Sept. p. 66.

Computerizing America — A mass market for personal computers is just around the corner. Sept. p. 68.

Rick Douglas' strange search — Guest editor lampoons the mess in the skies and explains British Airway's fall campaign. Sept. p. 70.

UPC's potential — The new code has lots of possibilities, but major obstacles remain. Sept. p. 76.

Selling the DC-10 again — With a massive ad campaign, McDonnell-Douglas hopes to set safety record straight. Sept. p. 108.

Breaking away, strategic style — Colgate-Palmolive drops two agencies. Oct. p. 42.

Putting the pieces together — Changes in population, the economy and media soon will create a new marketing environment — Guest editor Ken Caffrey. Oct. p. 64.

Taking on the soap giants — Small Minneapolis firm, Minnetonka, does it with a liquid product and national ads. Oct. p. 66.

Liquor's top ten — Advertisers spend 20% more on media than in 1979 but the leader, Bacardi Rum, was not among them. Oct. p. 72.

Traveler's check war — American Express, the long-time leader, is being challenged by new entries. Nov. p. 66.

Jeep's rocky overseas trail — When Jeep sales abroad took a dive, Virginia Lundquist brought media control back to the corporate planners. Nov. p. 70.

Selling marketing to management — It is not shortsightedness; it is failure to communicate. Dec. p. 59.

A future in retirement — With dual incomes and deferred retirements, marketers are taking a new look at this market segment. Dec. p. 74.

Telephone marketing: Dial "E" for effective — Basics of toll-free line systems and ten ways to use them. Dec. p. 106.

Stormy times ahead for marketers — An understanding of behavioral sciences and the dynamics of change will be necessary for survival — Viewpoint by Jack Hughes. Dec. p. 161.

"As I see it" columns on marketing by Joe Ostrow

Small budget dilemma — Given a limitation, it may be appropriate to concentrate on a narrow target, time frame, testing or a hiatus from media. Jan. p. 78.

Life cycles — Individuals experience change as they move through various social and family stages. Feb. p. 82.

The long and short of long-term commitments — Pros and cons of multiple-year arrangements. Mar. p. 84.

Is it synergy or frequency? — Incidence of synergistic frequency is a growing trend. Apr. p. 82.

Guilt by association — Syndicated magazine audience research: its present and future. May p. 106.

A number of numbers — New research for both old and new media forms is a good sign, but it will take time to shake it down. June p. 98.

A non-design for testing — Much can be learned from a less-than-ideal testing environment. July p. 78.

Recession actions — Rather than retrenching, a more aggressive stance, with thoughtful considerations, may be rewarding. Aug. p. 87.

The other war of the networks — Cable is the classic case of the whole being bigger than its parts. Sept. p. 86.

Keep corporate and brand strategies separate — If a multi-product corporation attempts to make each of its agencies alike, the initial reason for hiring the agencies is lost. Oct. p. 88.

Media is for dullards — Not so: new media forms will require more than sharp negotiation and buying. Nov. p. 82.

Shorter tv commercials — Panacea or problem — While they might cut costs, they have not been tested adequately. Dec. p. 86.

MEDIA BUYING PHILOSOPHY

In a slowdown: Flexibility's the word — 1980 ad budgets are intact but they have flexibility built into the plan. Jan. p. 57.

Small budget dilemma (AISI — Ostrow). Jan. p. 78.

What's mssng — Newspaper buying and planning should receive the same consideration as other media. (AISI — Nagel) Jan. p. 80.

Magazines produce media involvement — Magazines provide information; television is an entertainment medium (AISI — Taule). Jan. p. 80.

"Deja view" — Some pointers about spot tv buying for 1980. (AISI — Bumstead). Jan. p. 87.

Tv's hot potato: how to use catv — Media buyers don't yet know how to use it. Jan. p. 60.

The "leading book" — Factors to consider when buying business magazines (AISI — Platek). Jan. p. 87.

Media departments in the 1980's need to communicate (Mediology) — Greatest failing is inability to communicate and lack of gumption to innovate. Feb. p. 16.

Tradition: Most costly element in buying radio and tv — Viewpoint by Alvin Eicoff. Mar. p. 154.

You can't judge a [radio] station by its color! — Viewpoint by Wallace & Washburn. Mar. p. 164.

Frequency, frequency:

Part 1 — Background research as detailed in ANA book by Mike Naples, Lever Bros.

Part 2 — ARF research project piloted by Archia Knowlton. Apr. p. 95.

Planning beyond the demographics — Viewpoint by Larry Percy, research director, Creamer, Inc., who poses a multi-step procedure for media planning. May p. 157.

Buyer needs — What business publication audits mean to the ad industry and how they can be improved (AISI — Walsh). May p. 107.

Put frequency into your next budget (AISI — Baer). June p. 96.

The isolation of outdoor — If buyers and sellers would become more involved in overall media, then outdoor would become a more popular "alternative" medium (AISI — Chandler). July p. 82.

Ad readership service is an important plus — When evaluating publications, give a meaningful plus to those that have it (AISI — Platek). July p. 88.

Using product usage data in media selection (Mediology). July p. 16.

Count pass-along agricultural magazine reading (AISI — Tiedemann). July p. 95.

Final equation in farm media must be based on market facts as planning continues to become more scientific and complex (AISI — Taylor). Aug. p. 84.

A part of creative media buying in the 1980's — With rising tv costs continuing, radio has to benefit (AISI — Meskil). Aug. p. 86.

Recession actions — Rather than retrenching in a recession, a more aggressive stance may be rewarding. (AISI — Ostrow). Aug. p. 87.

Welcome new magazines — It is no longer practical to assume a "wait and see" posture toward using new magazines (AISI — Rosen). Aug. p. 88.

Another bandwagon — Use of computer technology in media plan-

ning must be accompanied by actual experience as the computer can't envision that which has not yet been envisioned (Guest Editorial — Sibley). Aug. p. 158.

Why the biggies buy cable — Some want alternate networks; others want the experience. Sept. p. 64.

Will cable tv meet its advertising potential? (editorial) Sept. p. 80.

Bill Harvey's mystical media tour — A long-term view on the effects new electronic media will have on the industry and society. Oct. p. 68.

The late-nighters — More advertisers are looking to late night as an increasingly attractive supplement to prime time buys. Oct. p. 70.

Why P&G needs in-house media — Russ Condit of Procter & Gamble discusses 45-second ads and the high cost of testing. Nov. p. 59.

Jeeps rocky overseas trail — When Jeep sales abroad took a dive, Virginia Lundquist brought media control back to the corporate planners. Nov. p. 70.

The necessary medium — Yellow Pages are basic but a nuisance to buy. Dec. p. 68.

Holiday Inn's media roadshow — When your share of market (23%) is equal to ad outlay, you pour on more ads. Dec. p. 70.

Where will you be in January? (As we see it) — Ad schedules appear to be heaviest when media use is lightest. Dec. p. 78.

How to get the most out of tandem business media reviews. Dec. p. 105.

How advertisers evaluate the media plan — Dec. p. 131.

MEDIA DEPARTMENTS

Media departments in the 1980's need to communicate — Greatest failing is inability to communicate and lack of gumption to innovate (Mediology). Feb. p. 16.

Why Bates tunes its tv to cable — How and why a new team is getting ready for non-broadcast advertising. Feb. p. 76.

Terri's territory — How the media department at Cole & Weber operates (Terri Kirkland — Guest Editor). Apr. p. 70.

Starting from scratch — Arthur Moieschini, media director, Ammirati

& Puris, describes how his operation got out of the shadow of Y&R when they split off. July p. 74.

The ultimate media school — Transcription of tapes about a media school session involving C. R. O'Donnell. Sept. p. 74.

Mediology columns by Ed Papazian

Computerized data — how significant in media planning process — Media selection is qualitative as well as quantitative. Jan. p. 16.

Media departments in the 1980's: Need to communicate — Greatest failing is inability to communicate and lack of gumption. Feb. p. 16.

Why most media presentations miss the mark — Here's what is wrong with many media presentations. Mar. p. 16.

Frequency — How much do you really have? — Aren't frequency-building alternatives worth exploring? Apr. p. 16.

A spotty outlook for spot television — Inflexibility on the planners' part leads to a less efficient buy. May p. 16.

Magazine audiences: Comparing the two methodologies (Simmons/Joyce) June p. 16.

Using product usage data in media selection (beer reference) July p. 16.

Cable tv in need of sound advice — not hoopla — Aug. p. 16.

A critical look at current audience research — Techniques that lead to "super audiences." Sept. p. 82.

Is network tv killing the goose that lays the golden egg? — "Stunting" is affecting network audience shares. Oct. p. 82.

Newspapers and shoppers: important for analysis — The role of the newspaper must change to accommodate its new role. Nov. p. 80.

Through-the-book studies still seem valid — Analysis shows that technique produced consistent readers-per-copy estimates. Dec. p. 80.

NEWSPAPERS

Why Joe Sugarman said "no" to the FTC — Instead of paying a heavy fine for an alleged mail fraud, he took

his case to the public via newspaper and magazine ads. Feb. p. 70.

Newspaper reach and frequency while you wait — Variety of gadgets makes it simple to compare totals and demos with big tv numbers. Mar. p. 68.

Supps are busting out all over — The medium is in an expansive mood, adding new features and formats. Apr. p. 62.

Industry's new approach to recruitment advertising — Deutch, Shea & Evans, while using more broadcast media for recruitment advertising, still feels that newspapers and the business press are still the most effective media. June p. 62.

Exclusive: First release of 1979 newspaper ad dollars — By category and company. June p. 103.

Three Sigma's newspaper coup — Bill Simmons' 84-page report marks the first syndicated research comparable to magazines and tv. Sept. p. 62.

Newspapers and shoppers: important area for analysis — The role of the newspaper must change to accommodate changing shopping habits (Mediology). Nov. p. 80.

"As I see it" columns on newspapers by:

Madeline Nagel — What's missing? — Newspaper planning and buying should receive the same consideration as other media. Jan. p. 80.

Marcella Rosen — Newspapers in the 1980's: To be or not to be — Reasons why newspapers will flourish. Feb. p. 80.

Sheldon Taule — 1980's will be a crucial period for newspapers — Long-term picture is cloudy. Mar. p. 88.

David Tracy — Segmentation in two newspaper areas — The suburban and black areas. Apr. p. 88.

Roger C. Bumstead — Newsplan: a nothing or newsworthy? — It appears to have been successful. May p. 96.

John Meskil — Why newspapers will stay strong in the 1980's. June p. 80.

Robert W. Hinson — Three big breakthroughs for newspaper advertisers — Standard unit sizes, satellite transmission, research. July p. 84.

George Rosenkranc — Newspapers are taking a look at tv — It's being done through cable. Aug. p. 97.

Madeline Nagel — Bills, bills, bills — Gripes about the way newspapers are billing. Sept. p. 96. (Response: Nov. p. 192)

Marcella Rosen — Can national advertisers use newspapers: — Why newspapers could make a strong case to supplement tv. Oct. p. 104.

Sheldon Taule — Newspapers: The new national medium — Newspapers are getting more dollars because they now recognize the needs of national advertisers. Nov. p. 94.

David Tracy — Opportunities in Three Sigma study — Now we can subject newspapers to the same analysis as other media. Dec. p. 92.

OUT OF HOME/OUTDOOR

Out-of-home media looking good in 80's — Viewpoint by Budd Buszek. Apr. p. 186.

Winslow leads outdoor crusade — Medium seeks to broaden its base among packaged goods advertisers under aegis of G. Edward Winslow, president, Outdoor Advertising Inst. May p. 76.

Transit buy nets four for the price of one (Futures — Topol, Porcelana). Dec. p. 46.

Metromedia's challenge to outdoor regulation — Only about half of the banned ads have been removed. Dec. p. 56.

"As I see it" columns on out-of-home media by:

Gordon Asch — 1980 looks good — Outlook for the year for out-of-home media. Jan. p. 82.

Pete Riordan — Creative rates — Creative Display's new pricing concept: "Paint-by-the-numbers." Feb. p. 84.

Byron Chandler — Should OOH be compared with other mass media on a grp basis? — Since it is so out of line, in competitive terms, it is seldom used. Mar. p. 94.

Richard Briggs — Examples of editorial and public service [advertising] in outdoor. Apr. p. 90.

Robert Flood — Don't call me junior anymore — The eight-sheet

poster has come of age. May p. 102.

Pete Riordan — The year the crunch flopped — A review of the gas shortage and OOH media implications. June p. 98.

Byron Chandler — The isolation of outdoor — If buyers and sellers of outdoor would become more a part of the overall media function, then outdoor would become a more popular "alternative" medium. July p. 82.

Richard Briggs — An agency team visits the outdoor market place — Foster & Kleiser hosts an agency team to visit the Los Angeles market to see outdoor advertising at work. Aug. p. 78.

Robert Flood — New light side of outdoor — Because of developments in "back lighted" boards, interest is springing up in many advertisers' quarters. Sept. p. 90.

Pete Riordan — How great the eight? — Now that eight-sheet posters seem to be getting more attention, they are also subject to more scrutiny; research is needed. Oct. p. 96.

Byron Chandler — New wrinkles in painted bulletins and transit ads — Painted bulletins are replacing rotaries; however it is up to the transit ad industry to develop a straight-forward form of accounting. Nov. p. 94.

Richard Briggs — Oldest ad medium? — History of the outdoor medium. Dec. p. 100.

POLITICAL ADVERTISING

Selling the charisma of George

Previous indexes

Following are dates of issues for indexes of earlier years' editorial material:

1979	May 1980
1977-78	March 1979
1976	April 1977
1975	February 1976
1974	May 1975
1973	May 1974
1972	April 1973
1971	March 1972
1970	February 1971
1969	March 1970
1968	January 1969

Bush — Report on the mediamen behind him. Apr. p. 68.

Political advertising's hitmen — Political action committees are injecting a new kind of advertising; some don't think it is nice. June p. 59.

Convention ad splurge ignores ratings, as usual (Update). Oct. p. 40.

Playing hardball — As campaign draws to a close, campaigns are focusing mainly on negatives of the opposition. Oct. p. 62.

Personalities or issues (Editorial). Oct. p. 80.

RADIO

Radio format scramble — With the maturing of the baby boom generation, programmers hurry to keep up with the aging population. Feb. p. 68.

Religion floods the airwaves — Radio and tv sponsorship by evangelists offer important revenue to stations — and preachers. Mar. p. 64.

Tradition most costly element in buying radio and tv — Viewpoint by Alvin Eicoff. Mar. p. 154.

You can't judge a [radio] station by its color — Viewpoint by Walburn & Washburn. Mar. p. 164.

Refining the rules of the radio game — The use of radio to reach the agricultural market is a challenge due to inherent contradictions in media and market. (AISI — Dolinsky). May p. 94.

Media rep outlook — Part 2; the radio rep in the 80's — National reps are girding for change. Some new factors: satellite hook-ups, cable reps, fm taking over. June p. 68.

Classical radio finally scores — After years of neglect, ad revenue is up and so is the number of stations. Sept. p. 72.

Minority ownership (FCC commissioners debate the topic) — Nov. p. 110.

The boom in network radio — Aggressive programming is leading to a more effectively targeted media buy. Dec. p. 62.

Questions about the new farm radio research — Comparison of the Arbitron and Doane farm radio audience reports (AISI — Tiedemann). Dec. p. 93.

"As I see it" columns on radio by:

Joe Murray — Radio in the 80's — Programing will be the major catalyst. Jan p. 88.

Stephen Leff — A cautious alternative — Network radio, an oft-neglected medium, should be examined as a viable option. Feb. p. 88.

Madeline Nagel — East is east and west is west — Radio in the west is better accepted by agencies and clients. Mar. p. 86.

Marcella Rosen — Radio versus energy — Some of the reasons why radio will survive — at least for the present. Apr. p. 84.

Sheldon Taule — Whither thou goest? — It is time radio began to realize there is more to programming than music and news. May p. 104.

David Tracy — Things are happening in network radio that are all to the good — RKO Network, NBC's The Source. June p. 84.

Roger C. Bumstead — Merchandiseability: Radio's fifth dimension — A recount of Boston Radio Day (Bob Weiss's Guidelines for merchandising). July p. 86.

John Meskil — A part of creative media buying in the 80's — Considering the rising costs, the logical medium to benefit is radio in a period of inflation. Aug. p. 86.

Roger W. Hinson — Overlooked attributes — Advertisers should more closely match their commercials to the format of the station. Sept. p. 101.

Laurel Baer — Pluses and minuses in computer analysis of the radio medium — The use of the computer should serve to upgrade the skill of radio buying. Oct. p. 108.

Madeline Nagel — Are we overlooking the obvious? — There is a lot of "new" in radio. Nov. p. 92.

Marcella Rosen — The radio revolution — Unless radio can find ways to increase its total audience, further segmentation seems unlikely and a return to broad-base likely. Dec. p. 88.

RATES

Creative rates — Creative Display's new pricing concept for outdoor: Paint-by-the-numbers (AISI — Riordan). Feb. p. 84.

Rising [tv] network costs: a golden opportunity (Guest Editorial — Hunter). Mar. p. 170.

Praise for issue-by-issue pricing System — *People* announces breakaway from standard magazine industry pricing practice (AISI — Rosenkranc). May p. 107.

Media costs:

Part 1 — Forecast for 1981. Aug. p. 68.

Part 2 — The track record, according to J. Walter Thompson. Aug. p. 70.

Part 3 — Ten-year look ahead (Guest Editor — Dawn Sibley). Aug. p. 72.

Cost trends (monthly feature) — Jan. p. 50/Feb. p. 54/Mar. p. 52/Apr. p. 54/May p. 54. June p. 54/July p. 54/Aug. p. 54/Sept. p. 12/Oct. p. 12/Nov. p. 12/Dec. p. 11.

RESEARCH

Computerized data — how significant in media planning process? — Media selection is qualitative as well as quantitative. Jan. p. 16.

Media research terms tend to misdirect magazine planning — Two serious misnomers: readership statistics and computer optimization (AISI — Tracy). Feb. p. 82.

Publisher research — It's good but advertisers/agencies should do some on their own. (Walsh). Feb. p. 90.

Are we closing in on the truth? — Reactions from researchers and users re the ARF's new magazine study. Mar. p. 59.

Newspaper reach and frequency while you wait — Variety of gadgets makes it simple to compare totals with tv numbers. Mar. p. 68.

Debate in print on tv ratings — Hugh Belville of Broadcast Ratings Council says they're great; Frank Gromer of FC&B is not so sure. Apr. p. 74.

Census '80 — what you'll get out of it, when you'll get it — *Decisions* examines new features. Apr. p. 59.

Guilt by association — The status of syndicated magazine audience research (AISI — Ostrow). May p. 106.

Magazine audiences: comparing the two methodologies (Simmons/Joyce) (Mediology). June p. 16.

A number of numbers — New research for both old and new media forms is a good sign but will take time

to "shake it down" (AISI — Ostrow). June p. 98.

The Nielsen impact — A. C. Nielsen Sr.'s research may have had more effect on marketing than any other factor. July p. 68.

Ad readership research is an important plus — When evaluating publications, give a meaningful plus to those that have it (AISI — Platek). July p. 88.

Three Sigma's newspaper coup — Simmons' new report is first study comparable to that of broadcast and magazines. Sept. p. 62.

Unaided recall and the business press — Many readership studies are posed as unaided tests of total reading and they are not (Baer). Sept. p. 92.

All subscriber surveys should, at the least, start out even — Viewpoint by Arthur J. Morgan. Sept. p. 104.

Can cable be measured? — Roundtable 18: Agencies want a comparable measure to conventional broadcast, but cable operators say it won't work. Oct. p. 59.

Bill Harvey's mystical media tour — A long-term view on the effects new electronic media will have on industry and society. Oct. p. 68.

If buyers would let publishers know what they want in research, it would help the publisher out of a research dilemma. (AISI — Platek). Oct. p. 94.

Why P&G needs in-house media — Russ Condit of P&G discusses 45-second ads and the high cost of testing. Nov. p. 59.

No end in sight to the magazine squabble — ARF's effort did not succeed; buyer confidence at new low. Nov. p. 64.

New life for readership studies — Bruce Childers offers new uses for readership studies. Nov. p. 68.

Weak link in research (As we see it) — The problem is how to put an end to wrong use of what are only estimates. Nov. p. 78.

Five research mistakes you can avoid — Viewpoint by Ken Derow. Nov. p. 124.

Readership studies, circa 1981 — List of publications to be studied next year (Wes Rosberg). Dec. p. 72.

Through-the-book studies still seem valid — Analysis shows that technique produced consistent read-

ers-per-copy estimates (Mediology — Papazian). Dec. p. 80.

Opportunities in Three Sigma's study (AISI — Tracy). Dec. p. 92.

Questions about new farm radio research — Comparison of the Arbitron and Doane farm radio audience reports. Dec. p. 93.

"As I see it" columns on research by:

Helen Johnston — Sample size for cable — How will it be measured. Feb. p. 86.

Bernard Guggenheim — A new decade — A look ahead at media research for major media. Mar. p. 80.

Phil Shiffman — Researcher's view of tv health and future. Apr. p. 93.

Gabe Samuels — A parallel? Political polls and media research. May p. 104.

Helen Johnston — New ABC report sheds light on [newsstand and subscription] prices — "Magazine Circulation and Rate Trends." June p. 100.

Bernard Guggenheim — The misuse of Starch "Noting" scores in media analyses. July p. 80.

Phil Shiffman — Where have the network viewers gone? Aug. p. 94.

Gabe Samuels — The four faces of cable — A demystification of the meaning of cable. How different or similar these media are from broadcast tv and their specific research needs. Sept. p. 93.

Helen Johnston — The sky is falling — Cable tv, particularly pay tv, has begun to make inroads on commercial tv; the rating services should watch it closely. Oct. p. 94.

Bernard Guggenheim — The sky is falling: part 2 — People are not turning away from tv; simply they are making different choices. Nov. p. 88.

Phil Shiffman — T'was the night before cable — some pros and cons about using cable tv. Dec. p. 94.

SUPPLEMENTS

Supps busting out all over. April p. 63.

Battle of the supps — They are on a collision course. Sept. p. 114.

Advantages of buying supplements (Mediology). Apr. p. 18 (minor mention) — (Response — Mailbag, Sept., p. 202, Nov. p. 192)

Advertising supplements with corporate messages. Nov. p. 35.

TELEVISION (See also cable tv)

Real estate goes national — Ten giant firms will soon dominate market using extensive tv. Jan. p. 64.

Religion floods the airwaves — Tv and radio sponsorship adds important revenue to stations. Mar. p. 64.

\$170 million up for grabs? — Who will get the tv dollars that advertisers planned to spend on Olympic coverage on NBC-TV? Mar. p. 70.

Two part report on home video — Mar. p. 72. Part 1 — How Magnavox builds the videodisc market. (p. 72) Part 2 — What is its future? (p. 74)

Tradition most costly element in [buying] radio and tv — Viewpoint by Alvin Eicoff. Mar. p. 154.

Is the honeymoon over for net tv sports? — There are signs of sports leveling off. Apr. p. 64.

Debate in print on tv ratings — Hugh Belville of Broadcast Ratings Council says they are great. Frank Gromer, Foote, Cone, & Belding, is not so sure. Apr. p. 74.

Researcher's view of tv (AISI — Shiffman). Apr. p. 93.

The tv rep: circa 1980 — New roles are emerging. May p. 59.

Tv takes on the printed word — New carrier of print is the tv tube. May p. 74.

A spotty outlook for spot television — Lack of time and inflexibility where the buyer is concerned leads to inefficient buys. May p. 16.

Where have the network viewers gone? — (Shiffman). Aug. p. 94.

The late-nighters — The networks are polishing their late night schedules in pursuit of higher prices, youthful demographics and larger audience share. Oct. p. 70.

Is network tv killing the goose that laid the golden egg? "Stunting" is affecting network audience shares (Mediology). Oct. p. 82.

The scramble for local sports — Club owners' escalating demands for broadcast rights may soon price them-

COMING NEXT MONTH

Special report on new INTV study of tv commercial rub-off

- The question asked is whether or not viewers feel differently about a commercial on a network affiliate as opposed to an independent tv station when viewed at home.
- INTV commissioned Burke Marketing Research to look into the matter in behalf of the independents.
- Now the independent stations have the answer to a question that has plagued them for years.
- Next month we will carry a complete analysis of the report and reaction of top agency tv and research experts to it.

This is a most important step forward for the independents.

selves out of the broadcast market, but there is always cable. Oct. p. 76.

Why P&G needs in-house media — Russ Condit of P&G discusses 45-second ads. Nov. p. 59.

The sky is falling — part 2 — People aren't turning away from tv; simply, they are making different choices. Nov. p. 88.

Minority ownership (FCC commissioners debate). Nov. p. 110.

Tv commercials for the hard of hearing — Closed captioning has come into its own. Dec. p. 44.

Toys & Games — Spot tv is the major medium for sophisticated electronic games. Dec. p. 135.

"As I see it" columns on television by:

Roger C. Bumstead — Deja view — Some pointers about spot tv buying for 1980. Jan. p. 87.

John Meskil — Tv network race — An overview of fourth-quarter '79 ratings. Feb. p. 88.

Joe Murray — In spite of new developments, tv will still be top medium — New forms of tv media will compete but will not take over. Mar. p. 96.

Stephen Leff — The new electronic media . . . opportunities are virtually endless. Apr. p. 90.

Madeline Nagel — A riddle — It's the NAB's code but it is implemented by individual networks. May p. 100.

Marcella Rosen — Network tv and the non-network — Network's share might decline but it will still be the foundation of tv. June p. 90.

Richard Taule — Are sports in danger of over-saturation? July p. 94.

David Tracy — Would you take \$500 not to watch tv for a month? *Detroit Free Press*; frequency; reach; net tv is not for small budgets. Aug. p. 86.

Roger C. Bumstead — Basic television: Thoughts for next year — A look ahead based on the past. Sept. p. 88.

John Meskil — Actors strike may turn out to be a boon to advertisers and tv viewers. Oct. p. 84.

Bob Perlstein — Reduction in tv ratings — Cable is an outside influence, not a threat. Nov. p. 86.

Stephen Leff — NBC and the "BREAKS" — things can change rapidly and unexpectedly in the programming arena. Dec. p. 104.

